

WHAT IS CLAIMED IS:

1. An embossing system for embossing at least a portion of a web comprising:
 - a first embossing roll having male embossing elements; and
 - a second embossing roll having male embossing elements, wherein the first and second embossing rolls define a first nip for receiving the web;
 - a third embossing roll having male embossing elements, wherein the second and third embossing rolls define a second nip for receiving the web; and
 - wherein at least a substantial portion of the embossing elements of at least one of the first, second, and third embossing rolls are substantially oriented in the cross-machine direction.
2. The embossing system according to claim 1 wherein at least a substantial portion of the embossing elements of at least two of the first, second, and third embossing rolls are substantially oriented in the cross-machine direction.
3. The embossing system according to claim 1 wherein at least a substantial portion of the embossing elements of each of the first, second, and third embossing rolls are substantially oriented in the cross-machine direction.
4. The embossing system according to claim 1 wherein at least a substantial portion of the embossing elements of at least one of the first, second, and third embossing rolls are substantially oriented in the machine direction.

5. The embossing system according to claim 1 wherein at least a substantial portion of the embossing elements of the first and second embossing rolls define perforate nips for embossing and perforating the web.

6. The embossing system according to claim 1 wherein at least a substantial portion of the embossing elements of the second and third embossing rolls define perforate nips for embossing and perforating the web.

7. The embossing system according to claim 1 wherein at least one of the embossing rolls is capable of being shifted longitudinally relative to the remaining embossing rolls.

8. The embossing system according to claim 1 wherein at least one of the embossing rolls is capable of being shifted rotationally along its axis relative to the remaining embossing rolls.

9. The embossing system according to claim 1 wherein at least one of the embossing rolls is capable of being shifted longitudinally relative to the remaining embossing rolls and is further capable of being shifted rotationally along its axis relative to the remaining embossing rolls.

10. The embossing system according to claim 1 wherein at least one of the embossing rolls is capable of being shifted longitudinally relative to the remaining

embossing rolls and/or is capable of being shifted rotationally along its axis relative to the remaining embossing rolls, and wherein the shifting is repeatable to within less than 0.25".

11. An embossed web product, comprising:

an absorbent web having at least first, second, and third debosses, wherein at least a substantial portion of at least one of the first, second, and third debosses are substantially oriented in the cross-machine direction.

12. The embossed web product according to claim 11 wherein at least a substantial portion of at least two of the first, second, and third debosses are substantially oriented in the cross-machine direction.

13. The embossed web product according to claim 11 wherein at least a substantial portion of each of the first, second, and third debosses are substantially oriented in the cross-machine direction.

14. The embossed web product according to claim 11 wherein at least a substantial portion of at least one of the first, second, and third debosses are substantially oriented in the machine direction.

15. The embossed web product according to claim 11 wherein at least a substantial portion of one of the first, second, or third debosses is perforated.

16. The embossed web product according to claim 11 wherein at least a portion of the web product is perforate embossed.

17. A method for embossing a web comprising:
passing a web through an embossing unit, wherein the embossing unit comprises a first embossing roll, a second embossing roll, and a third embossing roll, wherein each of the embossing rolls has male embossing elements;
wherein the first and second embossing rolls define a first nip for receiving the web and the second and third embossing rolls define a second nip for receiving the web; and
wherein at least a substantial portion of the embossing elements of at least one of the first, second, and third embossing rolls are substantially oriented in the cross-machine direction.

18. The method according to claim 17 wherein at least a substantial portion of the embossing elements of the first and second embossing rolls are substantially oriented in the cross-machine direction.

19. The method according to claim 17 wherein a substantial portion of the embossing elements of one of the first, second, and third embossing rolls are substantially oriented in the machine direction.

20. The method according to claim 17 wherein at least a portion of the web is perforate embossed.

21. The method according to claim 17 further including the step of longitudinally shifting one of the embossing rolls relative to the remaining embossing rolls.

22. The method according to claim 17 further including the step of rotationally shifting at least one of the embossing rolls along its axis relative to the remaining embossing rolls.

23. The method according to claim 17 further including the step of longitudinally shifting one of the embossing rolls relative to the remaining embossing rolls and rotationally shifting at least one of the embossing rolls along its axis relative to the remaining embossing rolls.

24. A method for embossing a web comprising:
passing a web through an embossing unit to impart an embossing pattern,
wherein the embossing unit includes at least two embossing rolls; and
wherein the embossing rolls are capable of being shifted to alter the embossing pattern.

25. The method according to claim 24 wherein at least one of the embossing rolls is rotationally shifted in the axial direction with respect to the remaining rolls to alter the embossing pattern.

26. The method according to claim 24 wherein the phase at least one of the embossing rolls is longitudinally shifted with respect to the remaining rolls to alter the embossing pattern.

27. The method according to claim 24 wherein at least one of the embossing rolls is rotationally shifted in the axial direction with respect to the remaining rolls to alter the embossing pattern and at least one of the embossing rolls is longitudinally shifted with respect to the remaining rolls to alter the embossing pattern.

28. An embossing system for embossing at least a portion of a web comprising:

a first embossing roll; and

a second embossing roll, wherein the first and second embossing rolls define a first nip for receiving the web, and wherein at least one of the first and second rolls has male embossing elements;

a third embossing roll, wherein the second and third embossing rolls define a second nip for receiving the web, and wherein at least one of the second and third rolls has male embossing elements; and

wherein at least a substantial portion of the male embossing elements of at least one of the first, second, and third embossing rolls are substantially oriented in the cross-machine direction.

29. The embossing system according to claim 28 wherein at least a substantial portion of the embossing elements of at least two of the first, second, and third embossing rolls are substantially oriented in the cross-machine direction.

30. The embossing system according to claim 28 wherein at least a substantial portion of the embossing elements of each of the first, second, and third embossing rolls are substantially oriented in the cross-machine direction.

31. The embossing system according to claim 28 wherein at least a substantial portion of the embossing elements of at least one of the first, second, and third embossing rolls are substantially oriented in the machine direction.

32. The embossing system according to claim 28 wherein at least a substantial portion of the embossing elements of the first and second embossing rolls define perforate nips for embossing and perforating the web.

33. The embossing system according to claim 28 wherein at least a substantial portion of the embossing elements of the second and third embossing rolls define perforate nips for embossing and perforating the web.